

The Intellectual Property Section of the State Bar of California presents the

28TH ANNUAL INTELLECTUAL PROPERTY INSTITUTE

November 7-8, 2003 | The Fairmont Hotel, San Francisco



The Intellectual Property Law Section would like to thank the following sponsor:



ALSCHULER GROSSMAN
STEIN & KAHAN LLP

(Please indicate which committee meeting you wish to attend on the registration form)
Computer Law, Copyright Law, Patent Law, Trade Secret Law, Trademark Law

5:15p.m. – 5:30p.m.	BREAK
5:30p.m. – 6:30p.m.	The Psychology of Persuasion: How to Make Jurors See the Case as You Do Speakers: Karyn J. Taylor, Jury Consultant William Wegner, Esq., Gibson, Dunn & Crutcher
7:00p.m. – 9:00p.m.	Cocktail Reception at the Legion of Honor: San Francisco's Fine Art Museum in Lincoln Park (Transportation, Entertainment and refreshments will be provided) You will enjoy the grandeur of the Legion of Honor's neoclassical architecture, unforgettable views of the City and the Golden Gate Bridge and a spectrum of exquisite art from ancient objects to compelling contemporary works. 7:00p.m. Depart the Fairmont Hotel 7:30p.m. Self-guided tours and Reception 8:30p.m. Entertainment 10:00p.m. Depart Museum and return to the Fairmont Hotel

Saturday, November 8, 2003

7:00a.m. – 8:00a.m.	Continental Breakfast, Conference Registration and MCLE Sign-in
8:00a.m. – 8:15a.m.	Welcome Back Bec Edelson, Esq., Vice-Chair, Executive Committee (Alschuler Grossman Stein & Kahan)
8:15a.m. – 9:15a.m.	Mock Court Hearings, Reflecting on Recent Developments in Trade Secret Law Speakers: Randall Kay, Esq., Gray Cary Ware & Freidenrich Ben Scheibe, Esq., Browne & Woods Beth Parker, Esq., Bingham McCutchen
9:15a.m. – 10:15a.m.	A Post-Festo Update Speaker: Ben Borson, Esq., Fliesler Dubb Meyer & Lovejoy
10:15a.m. – 10:30a.m.	BREAK
10:30a.m. – 11:30a.m.	Rambus: The Tension Between Standard-Setting and Patent Law Speaker: Sean Cunningham, Esq., Gray Cary Ware & Freidenrich
11:30a.m. – 12:30p.m.	Malpractice Issues in IP Matters Speaker: Daralyn Durie, Esq., Kecker & Van Nest
12:30p.m. – 2:00p.m.	Luncheon Program Rights of Publicity: How it Has Evolved and Where It Is Going Speaker: Mark Roesler, CMG Worldwide
2:15p.m. – 3:15p.m.	Remedies in IP Litigation Speakers: Michael Plonsker, Esq., Alschuler Grossman Stein & Kahan Yakub Hazzard, Esq., Alschuler Grossman Stein & Kahan
3:15p.m. – 4:15p.m.	The Use of Investigators in IP Matters Speaker: Linda G. Sharp, Esq., Krollontrack
4:15p.m. – 4:30p.m.	BREAK
4:30p.m. – 5:30p.m.	Combating Economic Espionage Speaker: Louis Karasik, Esq., Weston Benshoof Rochefort Rubalcava & MacCuish

Conference Adjourns

28TH ANNUAL INTELLECTUAL PROPERTY INSTITUTE

Registration Deadline: October 31, 2003



TWO WAYS TO REGISTER!

1. Fax: Complete the registration and Course Selector forms and Fax to Program Registrations at (415) 538-2368
2. Mail: Complete the registration form and return them to: Program Registrations,
The State Bar of California, 180 Howard Street, San Francisco, CA 94105

Name		State Bar Number
Firm Name		
Address		
City	State	Zip
Phone	Fax	E-mail

BADGE INFORMATION

First Name or Nickname (as you wish it to appear on your badge)

Spouse/Guest Name

Note: If your Spouse/Guest is not an attorney, registration is complimentary. Attorney Spouse/Guests must complete a separate form and pay the registration fee.

*Your name and address may be disclosed to other IP Institute Attendees.

REGISTRATION FEES

- ☐ Intellectual Property Law Section Members \$475
- ☐ Non-Members of the Intellectual Property Law Section \$530
 - ☐ Please credit \$55 of the Non-member registration fee to my 2004 Intellectual Property Section Dues (Jan - Dec)
- ☐ Law School Faculty and Students (with copy of school ID) \$215

SPECIAL EVENTS

Friday, November 7, 2003

- | | | | |
|---|--|-------------------|---------|
| 1) Luncheon Program
(No additional fee for PAID registrants) | <input type="checkbox"/> I will Attend | | |
| 2) Luncheon Program - Guests | | _____ @ \$30 Each | = _____ |
| Standing Committee Meetings 4:15p.m. - 5:15p.m. | | | |
| 3) Computer Law | <input type="checkbox"/> I will Attend | | |
| 4) Copyright Law | <input type="checkbox"/> I will Attend | | |
| 5) Patent Law | <input type="checkbox"/> I will Attend | | |
| 6) Trade Secret Law | <input type="checkbox"/> I will Attend | | |
| 7) Trademark Law | <input type="checkbox"/> I will Attend | | |
| 8) Legion of Honor Museum Reception
(No additional fee for PAID registrants) | <input type="checkbox"/> I will Attend | | |
| 9) Legion of Honor Museum Reception - Guests | | _____ @ \$45 Each | = _____ |
| 10) Legion of Honor Museum Reception - Children (ages 5-12) | | _____ @ \$20 Each | = _____ |

Saturday, November 8, 2003

- | | | | |
|--|--|-------------------|---------|
| 11) Luncheon Program
(No additional fee for PAID registrants) | <input type="checkbox"/> I will Attend | | |
| 12) Luncheon Program - Guests | | _____ @ \$30 Each | = _____ |

TOTAL AMOUNT ENCLOSED OR TO BE CHARGED = \$ _____

PAYMENT METHOD

Registration fees may be paid by check, Visa, MasterCard. No other cards will be accepted. Make checks payable to the State Bar of California.

☐ VISA ☐ MasterCard

Account Number: _____ Expiration Date: _____

Cardholder's Name: _____ Cardholder's Signature: _____

FOR REGISTRATION INFORMATION PLEASE CALL (415) 538-2508

REGISTRATION INFORMATION

The Intellectual Property Section welcomes all who are interested in Intellectual Property. You need not be a lawyer to attend, enjoy and benefit from this program.

REGISTRATION FEES

Registration fees include admission to 16 hours MCLE instruction, course materials, continental breakfasts, lunches and the Friday evening reception.

HOTEL RESERVATIONS

We have reserved a limited block of sleeping rooms at the Fairmont San Francisco. Please contact the hotel directly at (800) 441-1414 to make your reservation. Please identify yourself as part of the State Bar Intellectual Property Institute to obtain the special rate of \$209 occupancy per night plus tax. Please make your reservation by October 15, 2003. Reservations made after the October 15, 2003 deadline will be made on a space available basis at the confirmed group rate.

REGISTRATION BY MAIL

Your pre-conference registration must be received no later than November 1, 2002. Mail registration form and check or credit card information to: Program Registrations, State Bar of California, 180 Howard Street, San Francisco, CA 94105-1639. Limited on-site registration will be available.

REGISTRATION BY FAX

You may fax your registration form to: Program Registrations, (415) 538-2368. All faxed registrations must be accompanied by a signature and MasterCard/VISA card number. Fax registrations cannot be confirmed by telephone.

CANCELLATIONS

All requests for refunds must be received in writing no later than October 31, 2003. Refunds will be issued, less a \$50 administrative cost. Refunds will not be available after that date, however, registration substitutions are welcome.

AIRLINE DISCOUNTS

The State Bar of California has a discount program with United Airlines. To make reservations, or for additional information, please call the United Group Meeting Desk at (800) 521-4041 and refer to file number 550QX.

SPECIAL ASSISTANCE

Please call (415) 538-2585 for special assistance or TDD (415) 538-2231 for speech and hearing impaired.

MCLE

The State Bar of California and the Intellectual Property Section are State Bar of California MCLE Approved Providers.

QUESTIONS

For more information, please call the Intellectual Property Section at (415) 538-2375. For registration information, please call (415) 538-2508.



STATE BAR EDUCATION FOUNDATION
Intellectual Property Law Section
180 Howard Street
San Francisco, CA 94105-1639

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28TH ANNUAL INTELLECTUAL PROPERTY INSTITUTE

- Enjoy An Exceptional Line-Up of Topics and Speakers
- Earn up to 16 Hours of MCLE credit
- Network, Share Ideas and Learn the Latest with Intellectual Property Professionals with Diverse Experience and Backgrounds.
- A full 2-days of Education for a nominal fee of \$475 for members of the Intellectual Property Section which includes education programs, program materials, Friday and Saturday Continental Breakfasts and Luncheons and the Friday night Reception

The State Bar of California and the Intellectual Property Law Section are State Bar of California approved MCLE Providers